

An Integrative Model of Malaysian Consumers' Acceptance of Luxury Smart Kitchen Appliances: A Conceptual Paper

¹Zarith Delaila binti Abd Aziz, ²Shahira binti Ariffin, ³Norsiah binti Ahmad

¹Faculty of Business and Management, Universiti Teknologi Mara, Selangor, Malaysia

²Faculty of Business and Management, Universiti Teknologi Mara, Selangor, Malaysia

³Faculty of Business and Management, Universiti Teknologi Mara, Selangor, Malaysia

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ABSTRACT

The rapid advancement of the Internet of Things (IoT), Artificial Intelligence (AI), and smart home technologies has accelerated the development of intelligent household appliances, creating new opportunities for the premium home appliance market. Among these innovations, luxury smart kitchen appliances have emerged as a distinctive product category that combines advanced technological capabilities with premium quality, sophisticated design, exclusivity, and enhanced user experiences. Despite their growing commercial importance, existing studies have predominantly examined consumer acceptance of general smart home technologies, with limited attention devoted to luxury smart kitchen appliances. Furthermore, prior research has largely relied on individual technology acceptance theories, resulting in fragmented explanations of consumer behaviour in the luxury smart appliance context. Therefore, this conceptual paper aims to develop an integrative framework to explain Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances by combining the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Diffusion of Innovation (DOI) Theory, and Luxury Value Theory. The proposed framework incorporates six key constructs, namely perceived usefulness, perceived ease of use, social influence, price value, compatibility, and luxury value, to provide a comprehensive explanation of consumer acceptance. Unlike previous studies, this paper conceptualises luxury value as a higher-order construct representing consumers' holistic evaluation of premium smart kitchen appliances, thereby integrating technological, behavioural, innovation, and symbolic consumption perspectives within a single framework. The proposed model contributes to the literature by extending technology acceptance theories into the context of luxury smart household technologies while broadening the application of Luxury Value Theory to intelligent consumer products. The framework also provides practical insights for manufacturers, retailers, marketers, and policymakers seeking to encourage the adoption of premium smart kitchen appliances in Malaysia. Finally, this conceptual paper establishes a theoretical foundation for future empirical research aimed at validating the proposed framework and advancing knowledge in smart home technology and luxury consumption.

Keywords: Luxury smart kitchen appliances; Consumer acceptance; Technology Acceptance Model (TAM); Unified Theory of Acceptance and Use of Technology 2 (UTAUT2); Diffusion of Innovation (DOI); Luxury Value Theory; Malaysia.

INTRODUCTION

The rapid advancement of digital technologies has transformed the way consumers interact with household appliances, giving rise to the development of smart homes and intelligent living environments. The convergence of the Internet of Things (IoT), Artificial Intelligence (AI), cloud computing, and wireless communication technologies has enabled household appliances to become more connected, autonomous, and capable of delivering personalised user experiences (Maheswari, D., Prabhu, U., Sneha, R., Sathyanarayana, N., & Guruprasad, B. G., 2026; Li et al., 2022). Among these innovations, smart kitchen appliances have

become an increasingly important application within the smart home ecosystem, offering consumers enhanced convenience, energy efficiency, automation, remote monitoring, intelligent cooking assistance, and personalised culinary experiences (Golshany et al., 2025; Yu & Sung, 2023). Recent studies indicate that the global smart home market continues to expand due to increasing digitalisation, improvements in wireless connectivity and growing consumer demand for convenient and sustainable lifestyles (Basarir-Ozel et al., 2022)

In Malaysia, the adoption of smart home technologies has gained considerable momentum, supported by increasing internet penetration, smartphone usage, government digital transformation initiatives, and consumers' growing readiness to embrace smart technologies. According to the Department of Statistics Malaysia (DOSM), 96.8% of Malaysian households had Internet access in 2024, while mobile phone ownership reached 99.5%, demonstrating the country's high level of digital connect. Furthermore, the Malaysian Government has actively promoted digital transformation through the Malaysia Digital Economy Blueprint (MyDIGITAL), which aims to position Malaysia as a regional leader in the digital economy by accelerating digital adoption across government, businesses, and society (Department of Statistics Malaysia, 2025). These favourable technological and policy developments have created an enabling environment for the adoption of Internet of Things (IoT)-based smart home technologies, including intelligent kitchen appliances.

Among smart home innovations, luxury smart kitchen appliances have emerged as an increasingly sophisticated category of intelligent household technologies that integrate advanced engineering with digital connectivity to transform consumers' cooking and food management experiences. These appliances combine Internet of Things (IoT) connectivity, artificial intelligence (AI), intelligent automation, cloud-based services, real-time remote monitoring, personalised recipe guidance, predictive maintenance, and multifunctional cooking capabilities within a unified smart ecosystem (Gupta, R., 2026; Yu & Sung, 2023; Golshany et al., 2025). Examples include connected multifunctional cooking systems, premium smart ovens, intelligent refrigerators, AI-assisted cooking devices, and integrated kitchen management platforms that communicate seamlessly with other smart home technologies. Beyond improving operational efficiency, these appliances support personalised meal preparation, optimise energy consumption, reduce food waste, facilitate nutritional management, and enhance consumers' overall culinary experiences (Golshany et al., 2025). Consequently, unlike conventional kitchen appliances that are primarily evaluated based on functional performance, luxury smart kitchen appliances deliver an integrated value proposition that combines superior technological functionality with premium quality, aesthetic design, exclusivity, and enhanced user experiences, thereby creating both utilitarian and experiential value for consumers (Yu & Sung, 2023; Dubois et al., 2021; Wang, 2022). They integrate utilitarian benefits, such as efficiency, automation, and convenience, with emotional, social (Li, L., Li, F. Y., & Liu, Z., 2021; Yuan, X., Deng, F., & Liu, Z., 2021) and symbolic value (Singha, R., Singha, S., Haokip, A. D., Sreethi, R. R., & Thomas, R., 2025), allowing consumers to express their lifestyle preferences, social status, and self-identity through ownership and usage (Kaur, T., 2026). Luxury products are recognised as symbolic resources that facilitate identity construction and self-expression while simultaneously providing hedonic and functional benefits, distinguishing them from ordinary household appliances (Dubois et al., 2020; Magrizos et al., 2026). Consequently, consumers evaluate these products not only based on their technological performance but also on the prestige, exclusivity, aesthetic appeal, symbolic value, and experiential benefits associated with luxury brands (Magrizos et al., 2026; M., 2025; Wang, Y., 2022; Dubois et al., 2021).

The increasing demand for luxury smart kitchen appliances is closely associated with significant changes in Malaysian consumer lifestyles and socioeconomic conditions. Malaysia has become a highly urbanised nation, with approximately 79% of its population residing in urban areas, where consumers increasingly seek technologies that enhance convenience and improve everyday living (World Bank, 2025). Concurrently, rising household purchasing power has strengthened consumers' ability to invest in premium household technologies, as reflected by the increase in the national median monthly household income to RM7,017 and the mean household income to RM9,155. Moreover, Malaysian households comprise an average of 1.8 income earners, indicating the growing prevalence of dual income families with greater financial capacity to purchase premium home appliances (Department of Statistics Malaysia, 2025). In addition, the COVID-19 pandemic accelerated digital adoption and transformed household consumption patterns, increasing consumers'

appreciation of smart technologies that improve convenience, efficiency, and quality of life within the home (The Khazanah Research Institute (KRI), 2024). Increasing health consciousness and interest in preparing meals at home as part of healthier lifestyle choices, particularly among working adults seeking balanced diets and greater control over food quality, create substantial growth opportunities for manufacturers and retailers operating within Malaysia's premium home appliance market (Jaaffar, A. H., Kasavan, S., Mustapa, S. I., & Al-Amin, A. Q. 2024; Dai, J., Zulkefli, N. F., Moy, F. M., & Humphries, D. L. 2022; Ming, M. F., Kandiah, M., & colleagues 2022; Teoh, C. W., Khor, K. C., & Wider, W., 2022).

Despite the promising growth of luxury smart kitchen appliances, consumer acceptance remains a significant challenge. Unlike conventional home appliances, luxury smart kitchen appliances involve considerably higher acquisition costs, sophisticated AI and IoT enabled functionalities, and greater perceived financial, functional, and technological risks (Eissa, D., & Makhoul, N. N., 2023; Morajkar, S., & Bharathi, S. V. 2023). Consequently, consumers tend to undertake a more comprehensive evaluation before purchase, considering not only technological attributes such as perceived usefulness, ease of use, compatibility, trust, security, and perceived value, but also whether the premium investment justifies the expected functional, symbolic, and experiential benefits (Chin et al., 2023; Daruwala et al., 2023; Li et al., 2021; Rock et al., 2022). However, these technology-related considerations alone may be insufficient to explain consumers' acceptance of luxury smart kitchen appliances because luxury purchasing behaviour is simultaneously influenced by emotional attachment, prestige, symbolic value, and lifestyle aspirations.

Existing studies investigating smart home technology adoption have primarily employed established technology acceptance theories, particularly the Technology Acceptance Model (TAM), which emphasises perceived usefulness and perceived ease of use as key determinants of behavioural intention (Chin et al., 2023; Kam et al., 2023). Other studies have incorporated technology readiness, innovativeness, and consumer perception to explain smart home adoption in Malaysia (Mohamed et al., 2025; Yee & Kamariah, 2024). Furthermore, systematic reviews indicate that smart home research is largely grounded in TAM, the Unified Theory of Acceptance and Use of Technology (UTAUT), the Diffusion of Innovation (DOI) theory, and related behavioural models (Li, W., Yigitcanlar, T., Liu, A., & Erol, I., 2022; Valencia-Arias, A., Cardona-Acevedo, S., Gómez-Molina, S., González-Ruiz, J. D., & Valencia, J., 2023). While these theories effectively explain technology adoption behaviour, they pay relatively limited attention to the distinctive characteristics of luxury consumption, such as prestige, exclusivity, emotional value, symbolic meaning, and identity expression (Dubois et al., 2021; Wang, 2022; Magrizos et al., 2025). Conversely, luxury marketing literature has traditionally emphasised perceived quality, brand prestige, social status, emotional attachment, and symbolic consumption, without adequately incorporating technology acceptance factors (Singha, R., Singha, S., Haokip, A. D., Sreethi, R. R., & Thomas, R., 2025; Wang, 2022; Magrizos et al., 2025). Consequently, the literature lacks an integrated framework capable of comprehensively explaining consumer acceptance of luxury smart kitchen appliances within the Malaysian context.

Within the Malaysian context, recent studies have predominantly examined the adoption of general smart home technologies, focusing on factors influencing consumers' intention to use smart home systems and IoT-enabled home technologies, rather than investigating luxury smart kitchen appliances as a distinct product category (Aziz & Nasir, 2021; Jamaluddin et al., 2022). This indicates a notable research gap regarding the determinants of Malaysian consumers' acceptance of premium smart kitchen technologies (Awang, A. H., Halim, N. H., Jalil, N. A., Rahman, S. A. A., Noor, N. Hj. Mohd., Sopian, A. R., & Ahmad, N. B., 2025; Kam, K. J., Wei, L. J., Lim, T. S., Ilmi, H. S., & Soon, L. T., 2023; Lau, J. S., Lau, J. L., & Harun, Z., 2022; Teoh, C. W., Khor, K. C., & Wider, W., 2022; Ng, T. W., Baharudin, A. S., Hussein, L. A., & Hilmi, M. F., 2019).

LITERATURE REVIEW

Consumer Acceptance of Luxury Smart Kitchen Appliances

Consumer acceptance has become one of the most extensively investigated topics in technology adoption research because it determines whether consumers are willing to adopt, use, and continue using emerging technologies (Taherdoost, 2018). As digital innovations become increasingly integrated into everyday life,

understanding the factors influencing consumers' acceptance of smart technologies has become essential for both researchers and practitioners. In the context of smart home technologies, consumer acceptance refers to an individual's intention to adopt interconnected devices that enhance convenience, automation, efficiency, and overall quality of life (Daruwala et al., 2023; Valencia-Arías et al., 2023). Despite rapid advances in Internet of Things (IoT), artificial intelligence, and wireless communication technologies, the adoption of smart home technologies remains slower than anticipated, indicating that consumers' acceptance is shaped by a complex interaction of technological, psychological, social, and contextual factors rather than technological innovation alone (Norouzzadeh, A. M., Toufighi, S. P., Vang, J., & Edalatipour, A., 2025; Nascimento, D. R., Ciano, M. P., Gumz, J., & Fettermann, D. C., 2022; Pliatsikas, P., & Economides, A. A., 2022).

Recent systematic literature reviews consistently demonstrate that technology acceptance theories continue to dominate smart home adoption research, with the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), Diffusion of Innovation (DOI), and Theory of Planned Behaviour (TPB) being the most widely adopted theoretical frameworks (Zhang, K., & Cheng, X. 2025; Nascimento D.R et al., 2023). Across these models, perceived usefulness, perceived ease of use, compatibility, trust, social influence, facilitating conditions, and perceived risk have emerged as the most frequently investigated determinants of consumers' behavioural intention to adopt smart home technologies (Li et al., 2022; Sunanda, F. A., Nayoan, C. S., Megaryanti, N., & Cassandra, C., 2025; Valencia-Arias et al., 2023). Recent literature also suggests that consumer acceptance of smart home technologies has evolved beyond traditional technology adoption perspectives. Rather than relying solely on functional benefits (Li., et al., 2021; Park, Y., & Han, J., 2025; Chilana, S., Dutta, A., Garg, V., & Singh, P., 2025), researchers increasingly recognise that consumers evaluate smart technologies according to the value they create in everyday life, including improvements in convenience, comfort, energy efficiency, security, and quality of life, while simultaneously considering potential risks and adoption barriers (Zhang et al., 2025; Strzelecki, A., Kolny, B., & Kucia, M., 2025; Li.W. et.al., 2021; Adeyeye, K. 2024; Cannizzaro, S., Procter, R., Ma, S., & Maple, C., 2020;). More recent systematic reviews further confirm that consumers evaluate smart home technologies by balancing perceived benefits against perceived risks, with factors such as perceived usefulness, compatibility, trust, social influence, facilitating conditions, and privacy concerns jointly shaping adoption decisions rather than technological innovation alone (Plohl, N., & Čuš Babič, N., 2024; Buil-Gil, D., Kemp, S., Kuenzel, S., Coventry, L., Zakhary, S., Tilley, D., & Nicholson, J., 2023; Mashal, I., Shuhaiber, A., & Al-Khatib, A. W., 2023).

Although substantial progress has been made in understanding consumer acceptance of smart home technologies, the existing body of knowledge has predominantly conceptualised the smart home as an integrated technological ecosystem rather than examining individual smart product categories. Recent systematic reviews indicate that smart home research has largely focused on the adoption of home automation platforms, energy management systems, smart security devices, intelligent lighting, environmental monitoring, healthcare technologies, and IoT-enabled household devices, with primary attention given to technological attributes, interoperability, privacy, security, trust, and user experience (Li et al., 2021; Valencia-Arias et al., 2023; Samancioglu, N., Väänänen, K., & Castaño-Rosa, R., 2024). Consequently, little is known about consumers' acceptance of luxury smart kitchen appliances, which differ from general smart home devices by combining intelligent digital technologies with premium product quality, superior design, symbolic value, and lifestyle oriented consumption. Unlike many smart home devices that are primarily adopted for their functional and utilitarian benefits, luxury smart kitchen appliances represent high involvement consumer products that combine advanced technological capabilities with luxury brand attributes. Accordingly, consumers are likely to evaluate these products not only based on technology related factors such as perceived usefulness, ease of use, trust, and compatibility, but also according to luxury related values, including prestige, exclusivity, aesthetic appeal, emotional value, and symbolic self-expression (Dubois et al., 2021; Wang, 2022; Plohl & Čuš Babič, 2024).

Existing smart home adoption studies have predominantly employed technology acceptance theories, such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT2), to explain consumers' behavioural intentions (Mashal et al., 2023; Daruwala & Oberst, 2023; Plohl & Čuš Babič, 2024). While these models have demonstrated strong explanatory power for technology

adoption, they pay relatively limited attention to the symbolic, emotional, and experiential values associated with luxury consumption. Conversely, luxury marketing research has primarily focused on prestige, perceived quality, social status, and emotional attachment (Dubois et al., 2021; Wang, 2022), with limited consideration of technology acceptance factors. Therefore, integrating technology acceptance and luxury value perspectives may provide a more comprehensive understanding of consumers' behavioural intentions towards luxury smart kitchen appliances, particularly within the Malaysian context. Such an approach would enable researchers to understand how functional benefits, perceived value, trust, social influence, and luxury value jointly influence consumers' behavioural intention, thereby providing a stronger theoretical foundation for future empirical investigations.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), is one of the most influential and widely adopted theoretical frameworks for explaining consumers' acceptance and use of new technologies. TAM proposes that an individual's behavioural intention to adopt a technology is primarily determined by two cognitive beliefs: perceived usefulness (PU), defined as the extent to which an individual believes that using a particular technology will improve task performance, and perceived ease of use (PEOU), which refers to the degree to which the technology is perceived to be free of effort. These beliefs subsequently influence users' attitudes and behavioural intentions, ultimately determining actual technology usage (Davis, 1989).

Over the past three decades, the Technology Acceptance Model (TAM) has been extensively applied to explain users' acceptance of a wide range of emerging technologies, including e-commerce, mobile banking, e-learning, healthcare technologies, artificial intelligence, fintech, wearable devices, Internet of Things (IoT) applications, and smart home systems, demonstrating its robustness and adaptability across diverse technological contexts (Adnan, A., Irvine, R. E., Williams, A., Harris, M., & Antonacci, G., 2025; Musa, H. G., Fatmawati, I., Nuryakin, & Suyanto, 2024; Kelly, S., Kaye, S.A., & Oviedo Trespalcacios, O., 2023).

Recent systematic reviews continue to identify TAM as the dominant theoretical framework used to explain smart home technology adoption, owing to its strong explanatory power and empirical robustness across different technological contexts (Daruwala & Oberst, 2023; Mashal et al., 2023). Similarly, Aggarwal, N., & Singh, S. (2024) observed that TAM remains one of the most frequently employed theories in smart home research, alongside the Unified Theory of Acceptance and Use of Technology (UTAUT), the Diffusion of Innovation (DOI) theory, and the Theory of Planned Behavior (TPB).

Unified Theory of Acceptance and Use of Technology (UTAUT2)

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) is widely recognised as one of the most comprehensive and influential theoretical frameworks for explaining consumer acceptance of emerging technologies. Developed by Venkatesh et al. (2012) as an extension of the original UTAUT model (Venkatesh et al., 2003), UTAUT2 was specifically designed to explain technology adoption in consumer settings by incorporating hedonic motivation, price value, and habit alongside performance expectancy, effort expectancy, social influence, and facilitating conditions. By integrating both utilitarian and hedonic determinants, UTAUT2 demonstrates greater explanatory power than earlier technology acceptance models in predicting consumers' behavioural intention towards voluntary technology adoption.

Recent systematic reviews consistently confirm that UTAUT2 remains one of the dominant theoretical frameworks in smart home technology research. Plohl and Čuš Babič (2024), through a systematic review of 32 empirical studies, found that UTAUT2 has been extensively applied to explain consumer acceptance of smart home technologies and that its core constructs remain significantly associated with behavioural intention. Their review further revealed that performance expectancy, hedonic motivation, and price value are the most consistent predictors of smart home technology adoption, while trust has increasingly emerged as an important extension that strengthens the explanatory capability of the model. These findings suggest that although UTAUT2 provides a robust theoretical foundation, researchers increasingly recognise the need to incorporate complementary constructs to capture the complexity of consumers' adoption decisions.

Supporting these findings, Nascimento, D. R., Ciano, M. P., Gumz, J., & Fettermann, D. C. (2022) conducted a statistical meta-analysis synthesising evidence from 24 empirical studies on smart home technology acceptance based on the UTAUT2 framework. Their analysis identified attitude and performance expectation as the most decisive constructs for accepting the smart home technologies. Interestingly, the study also demonstrated that the influence of hedonic motivation and social influence varies across demographic groups and technological contexts, indicating that consumers' technology adoption behaviour is dynamic rather than universal. Similarly, Mashal et al. (2023), in a decade long systematic literature review covering publications from ten major academic databases, concluded that TAM, UTAUT, and UTAUT2 remain the most frequently employed theoretical frameworks in smart home adoption research. However, the review also revealed a growing trend towards integrating UTAUT2 with additional constructs such as trust, privacy concerns, perceived security, compatibility, environmental awareness, and perceived risk to improve its explanatory power. The authors argued that consumers' acceptance of smart home technologies has become increasingly multidimensional and cannot be adequately explained by a single technology acceptance theory alone. The findings of Valencia-Arias et al. (2023) further reinforce this argument. Their systematic literature review demonstrated that contemporary smart home research increasingly combines UTAUT2 with complementary behavioural and contextual variables, including perceived reliability, trust, compatibility, perceived cost, and social influence. The review concluded that although technology acceptance theories remain highly relevant, consumers' adoption decisions are simultaneously influenced by technological, psychological, economic, and contextual factors, reflecting the growing complexity of smart home ecosystems. Although UTAUT2 has demonstrated substantial explanatory capability across various consumer technologies, its application to luxury smart kitchen appliances remains largely unexplored.

Therefore, while UTAUT2 provides a strong theoretical foundation for explaining consumer technology acceptance, it may not fully capture the dual nature of luxury smart kitchen appliances as both technological innovations and luxury consumer products. This conceptual paper therefore proposes extending UTAUT2 by integrating it with the Technology Acceptance Model (TAM), Diffusion of Innovation (DOI), and Luxury Value Theory. Such an integrative framework is expected to provide a more comprehensive explanation of Malaysian consumers' behavioural intention by simultaneously capturing technological evaluations and luxury consumption motivations.

Diffusion of Innovations (DOI) Theory

The Diffusion of Innovations (DOI) Theory has remained one of the most influential frameworks for explaining consumers' adoption of technological innovations across diverse contexts. Proposed by Rogers (2003), the theory argues that consumers' adoption decisions are largely determined by their perceptions of an innovation's characteristics, namely relative advantage, compatibility, complexity, trialability, and observability. Unlike technology acceptance theories that primarily focus on users' cognitive evaluations of a technology, DOI emphasises how the characteristics of an innovation influence the diffusion process and consumers' willingness to adopt new products. Consequently, DOI provides a complementary perspective for understanding why consumers adopt certain innovations more rapidly than others.

Over the past decade, DOI has been extensively applied to explain the adoption of smart home technologies, Internet of Things (IoT) applications, wearable devices, and other intelligent consumer products. Recent systematic reviews consistently identify DOI as one of the dominant theoretical foundations used alongside TAM and UTAUT2 in smart home adoption research (Ly, B., Ly, R., & Ma, S., 2025; Daruwala et al., 2023; Hussin, S. F., Abdollah, M. F., & Ahmad, I., 2023).

Mashal et al. (2023), in a decade-long systematic literature review, reported that DOI remains one of the most frequently adopted theories because its innovation attributes effectively explain consumers' evaluation of emerging smart home technologies. Similarly, Valencia-Arias et al. (2023), through a PRISMA-based systematic review, observed that DOI is increasingly integrated with other technology acceptance theories to improve the explanation of consumer adoption behaviour, reflecting the multidimensional nature of smart home decision-making.

Among the innovation characteristics proposed by Rogers (2003), relative advantage and compatibility have consistently emerged as the strongest predictors of consumers' behavioural intention. Relative advantage refers to the extent to which consumers perceive an innovation as offering superior benefits compared with existing alternatives, whereas compatibility reflects the degree to which an innovation aligns with consumers' existing values, experiences, lifestyle, and daily routines. Ly et al.(2025) in a comprehensive study, concluded that consumers are more willing to adopt smart home technologies when they perceive clear performance benefits, ease of use, adequate facilitating conditions, and positive social influence. The findings further suggest that technologies perceived as compatible with consumers' everyday routines are adopted more readily because compatibility reduces uncertainty and enhances perceived usefulness.

The importance of DOI constructs has also been confirmed through empirical synthesis. Recent research suggests that integrating Diffusion of Innovations theory with UTAUT provides a more comprehensive explanation of technology adoption by incorporating both users' perceptions of technology and the characteristics of the innovation, including relative advantage, compatibility, complexity, observability, and trialability (Abdelfattah, F., Madi, H., Salah, M., Al-Araimi, A., Rexhepi, G., Alwashahi, M., & Abbas, M., 2026). Moreover, Plohl and Čuš Babič (2024), in their systematic review of UTAUT2 applications in smart home technologies, observed that compatibility is frequently incorporated alongside performance expectancy, trust, and facilitating conditions to strengthen technology acceptance models. These findings demonstrate that innovation characteristics continue to play a central role in explaining consumer behaviour even when integrated with contemporary technology acceptance theories.

Recent studies also suggest that DOI alone is insufficient to explain consumers' adoption of increasingly sophisticated smart home technologies. Samancioglu et al. (2024), in their review of user preferences for smart home technologies, argued that while innovation characteristics remain important, consumers simultaneously evaluate privacy, trust, usability, sustainability, and user experience when making adoption decisions. Similarly, Valencia-Arias et al. (2023) concluded that smart home adoption has evolved into a multidimensional decision-making process in which technological attributes interact with behavioural, psychological, and contextual factors. These findings indicate that relying exclusively on DOI may oversimplify consumer behaviour in complex digital ecosystems.

The limitations of DOI become even more apparent when considering luxury smart kitchen appliances. Consumers therefore evaluate these products not only according to their technological superiority and compatibility with existing lifestyles but also in terms of exclusivity, emotional value, prestige, and self-expression. Consequently, the innovation attributes proposed by DOI explain only part of consumers' decision-making process because they do not explicitly account for the symbolic and experiential motivations associated with luxury consumption. Therefore, although DOI provides an important theoretical foundation for understanding innovation adoption, its explanatory capability can be substantially enhanced when integrated with complementary theories. Combining DOI with the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), and Luxury Value Theory enables a more holistic explanation of Malaysian consumers' behavioural intention towards luxury smart kitchen appliances by simultaneously capturing innovation characteristics, technology acceptance mechanisms, and luxury consumption motivations. Such an integrative perspective addresses the limitations of single-theory approaches and provides a stronger conceptual foundation for understanding consumer acceptance of premium smart kitchen technologies.

Luxury Smart Kitchen Appliances

The rapid advancement of the Internet of Things (IoT), artificial intelligence (AI), cloud computing, and wireless communication technologies has transformed traditional household appliances into intelligent, connected devices capable of autonomous operation, real-time communication, and data-driven decision-making. Among these innovations, smart kitchen appliances have emerged as an increasingly important component of the smart home ecosystem, enabling consumers to experience enhanced convenience, intelligent automation, remote monitoring, personalised cooking assistance, and improved energy efficiency through integrated digital technologies (Li et al., 2022; Yu & Sung, 2023; Golshany et al., 2025). These technological

developments have fundamentally reshaped domestic food preparation and kitchen management by enabling appliances to interact seamlessly with users and other connected devices within the smart home environment.

Unlike conventional kitchen appliances, smart kitchen appliances integrate sensors, connectivity, AI algorithms, and cloud-based services to support intelligent functions such as automated cooking programmes, electronic recipe guidance, voice control, predictive maintenance, remote operation, inventory management, and personalised nutrition recommendations (Golshany et al., 2025; Seal, P. P., Yadav, N., Shukla, A., & Tiwari, A. 2025; Yu & Sung, 2023). These intelligent capabilities not only improve cooking efficiency and user convenience but also contribute to sustainable household management through reduced food waste, optimised energy consumption, and improved resource utilization. Consequently, smart kitchen appliances have become an integral element of modern digital lifestyles and connected living environments.

Within this evolving product category, luxury smart kitchen appliances represent a premium market segment distinguished by the combination of advanced technological innovation and luxury product attributes. Beyond offering intelligent functionality, these appliances are characterised by premium materials, sophisticated design, aesthetic excellence, brand prestige, exclusivity, and exceptional product quality. Consumers therefore evaluate luxury smart kitchen appliances not solely based on their technological capabilities but also on their symbolic, experiential, and emotional value, which reflects consumers' lifestyle aspirations, identity, and social status (Dubois et al., 2021; Wang, 2022; Magrizos et al., 2026). Luxury consumption literature suggests that contemporary consumers increasingly seek products that simultaneously satisfy functional needs and deliver psychological, experiential, and self-expressive benefits, making luxury smart kitchen appliances fundamentally different from ordinary household technologies (Singh, K., Pandey, A., Tripathi, V., & Singh, T. D., 2025; Vouldis, A., & Christoforou, M., 2025; Gupta et al., 2023;)

Furthermore, changing consumer lifestyles have accelerated demand for intelligent kitchen solutions. Increasing health consciousness, busy work schedules, urbanisation, and growing preferences for home-prepared meals have encouraged consumers to adopt technologies that simplify meal preparation while supporting healthier eating habits and greater convenience. Smart kitchen appliances equipped with AI-assisted cooking, automated food preparation, and connected digital services enable consumers to prepare nutritious meals more efficiently while reducing cooking effort and improving overall cooking experiences. These developments position luxury smart kitchen appliances as products that deliver not only technological innovation but also enhanced quality of life and lifestyle enrichment (Majumder, S., & Singh, A., 2025; Shukla, A., Yadav, N., Seal, P. P., & Tiwari, A., 2025; Golshany et al., 2025).

Despite the rapid technological evolution of smart home devices, existing academic research has largely investigated smart homes as a broad technological ecosystem including home automation, security systems, healthcare devices, lighting systems, thermostats, and energy management technologies (Li et al., 2022; Mashal et al., 2023; Valencia-Arias et al., 2023). Comparatively little scholarly attention has been devoted to luxury smart kitchen appliances as a distinct product category, despite their unique combination of advanced technology, premium quality, luxury symbolism, and experiential value. Consequently, limited empirical evidence exists regarding the factors influencing consumers' acceptance and adoption of luxury smart kitchen appliances. This gap highlights the need for context specific research integrating technology acceptance theories with luxury consumption perspectives to better explain consumers' behavioural intentions toward luxury smart kitchen appliances, particularly in emerging markets such as Malaysia.

Integrating Luxury Value Theory into Consumer Acceptance of Luxury Smart Kitchen Appliances

Although Luxury Value Theory has traditionally been applied to explain consumers' purchasing behaviour towards luxury fashion, automobiles, jewellery, cosmetics, and hospitality services, its application to luxury smart household technologies remains limited. This represents an important theoretical gap because luxury smart kitchen appliances possess dual characteristics as both technologically advanced innovations and premium consumer products. Consequently, consumers' purchase decisions are expected to reflect not only evaluations of technological performance but also perceptions of luxury value.

Recent luxury marketing literature demonstrates that consumers' perceptions of luxury are multidimensional and extend beyond product functionality (Essiz, O., & Senyuz, A., 2024; Al-Issa, N., 2024; Wang, X., Sung, B., & Phau, I., 2022). Akarsu et al. (2025), through a comprehensive meta-analysis, confirmed that luxury value encompasses functional, emotional, social, epistemic, conditional, and economic value, all of which significantly influence consumers' cognitive, affective, and behavioural outcomes. Rather than operating independently, these value dimensions collectively shape consumers' overall perception of luxury and their willingness to purchase premium products. Similarly, Wiedmann et al. (2009) conceptualised luxury value as a multidimensional construct consisting of financial, functional, individual, and social value, suggesting that consumers simultaneously evaluate tangible and intangible benefits during luxury purchasing decisions.

Within the context of luxury smart kitchen appliances, these multidimensional value perceptions become particularly relevant. Consumers are unlikely to evaluate premium smart kitchen appliances solely based on technological functionality or innovation characteristics. Instead, they are expected to assess whether the product reflects premium quality, sophisticated aesthetics, exclusivity, emotional satisfaction, and lifestyle enhancement while simultaneously delivering intelligent technological capabilities. Accordingly, consumers' behavioural intention is likely to be shaped by their overall perception of luxury value rather than by any single value dimension.

From a conceptual modelling perspective, treating Luxury Value as a higher-order construct provides several theoretical and methodological advantages. First, it preserves the multidimensional nature of luxury consumption while maintaining a parsimonious conceptual framework. Second, it recognises that the various dimensions of luxury value collectively represent consumers' holistic evaluation of premium products rather than functioning as isolated determinants. Third, modelling Luxury Value as a second-order construct is consistent with contemporary luxury marketing research, which increasingly conceptualises luxury value as an integrated perception that influences consumer attitudes and behavioural intention. Accordingly, this conceptual paper proposes Luxury Value as a second-order construct representing consumers' overall evaluation of premium smart kitchen appliances. This construct complements technology acceptance theories by explaining symbolic, emotional, and experiential motivations that are not explicitly captured by TAM, UTAUT2, or Diffusion of Innovation Theory. Integrating Luxury Value with these established technology adoption theories is therefore expected to provide a more comprehensive explanation of Malaysian consumers' acceptance of luxury smart kitchen appliances.

Synthesis of the Literature and Research Gap

The preceding literature demonstrates that consumer acceptance of smart technologies has been extensively investigated through well-established theoretical perspectives, particularly the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), and the Diffusion of Innovation (DOI) Theory. These theories have consistently explained consumers' adoption of emerging technologies by emphasising cognitive evaluations, innovation characteristics, behavioural intention, and technology-related perceptions. Recent systematic reviews further confirm that these theories remain the dominant frameworks for explaining consumer acceptance of smart home technologies, while increasingly incorporating additional constructs such as trust, perceived risk, privacy, compatibility, and perceived value to improve their explanatory capability (Valencia-Arias et al., 2023; Mashal et al., 2023; Plohl & Čuš Babič, 2024).

Although these theories have significantly advanced the understanding of smart home technology adoption, they primarily explain consumers' evaluations of technological functionality and innovation characteristics. Consequently, they provide only a partial explanation for products positioned simultaneously as technological innovations and luxury consumer goods. Luxury smart kitchen appliances represent a unique product category in which consumers evaluate not only technological performance, usability, and innovation but also premium quality, exclusivity, aesthetic appeal, emotional satisfaction, symbolic value, and lifestyle enhancement. These consumption motives extend beyond the explanatory boundaries of conventional technology acceptance theories.

Similarly, Luxury Value Theory has substantially enriched the luxury marketing literature by demonstrating that multidimensional value perceptions, including functional, emotional, social, financial, and symbolic value, influence consumers' purchase decisions (Akarsu et al., 2025; Wiedmann et al., 2009). However, previous applications of Luxury Value Theory have largely focused on traditional luxury categories such as fashion, automobiles, cosmetics, jewellery, and hospitality, with limited attention given to luxury smart household technologies. As a result, little theoretical understanding exists regarding how luxury value interacts with technology acceptance mechanisms to influence consumers' behavioural intention towards luxury smart kitchen appliances.

Furthermore, recent systematic reviews indicate that smart home adoption research is increasingly moving towards integrative theoretical approaches because no single theory sufficiently explains consumers' complex technology adoption behaviour (Valencia-Arias et al., 2023; Aggarwal & Singh, 2024). While technology acceptance theories explain consumers' cognitive evaluations of technological innovations, Luxury Value Theory explains the symbolic and experiential motivations underlying premium product consumption. Integrating these complementary perspectives is therefore expected to provide a more comprehensive explanation of consumer behaviour than relying on any individual theory independently.

From the Malaysian perspective, the literature remains limited. Existing studies have primarily focused on general smart home technologies, IoT-enabled household devices, and home automation systems, with comparatively little attention devoted to luxury smart kitchen appliances as a distinct consumer product category (Leong et al., 2024). Consequently, there is insufficient understanding of how Malaysian consumers simultaneously evaluate technological functionality and luxury value when considering the adoption of premium smart kitchen appliances. This contextual gap further reinforces the need for a dedicated conceptual framework tailored to the Malaysian market.

Accordingly, this conceptual paper proposes an integrative model that combines the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Diffusion of Innovation (DOI) Theory, and Luxury Value Theory to explain Malaysian consumers' acceptance of luxury smart kitchen appliances. Specifically, the proposed framework incorporates Perceived Usefulness and Perceived Ease of Use from TAM, Social Influence and Price Value from UTAUT2, Compatibility from DOI, and Luxury Value as a higher-order construct representing consumers' overall perception of premium value. By integrating these complementary theoretical perspectives, the proposed model seeks to provide a more holistic explanation of consumers' behavioural intention towards luxury smart kitchen appliances and establish a robust theoretical foundation for future empirical research.

Summary of Theoretical Foundations for the Proposed Integrative Model

Theory	Core Constructs	Main Contribution	Limitations	Construct(s) Adopted in This Study	Key References
Technology Acceptance Model (TAM)	Perceived Usefulness (PU), Perceived Ease of Use (PEOU)	Explains consumers' cognitive evaluation of technology by examining the perceived usefulness and perceived ease of use of new technologies. TAM remains one of the most widely applied models in smart home technology adoption research.	Focuses primarily on cognitive evaluations and does not explicitly consider social, emotional, or symbolic consumption motives.	Perceived Usefulness (PU); Perceived Ease of Use (PEOU)	Davis (1989); Venkatesh & Davis (2000); Venkatesh et al. (2012); Valencia-Arias et al. (2023)

Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)		Explains technology adoption by integrating technological, behavioural, and social determinants, providing strong predictive capability in consumer contexts.	Frequently extended with trust, privacy, compatibility, perceived value, and perceived risk, indicating that the original model alone may not fully explain smart home adoption.	Social Influence; Price Value	Venkatesh et al. (2012); Plohl & Čuš Babič (2024)
Diffusion of Innovation (DOI)	Relative Advantage, Compatibility, Complexity, Trialability, Observability	Explains adoption based on consumers' perceptions of innovation characteristics and their compatibility with existing lifestyles.	Does not explicitly account for emotional, symbolic, and experiential aspects of premium technology consumption.	Compatibility	Rogers (2003); Li et al. (2021); Marikyan et al. (2023)
Luxury Value Theory	Functional, Emotional, Social, Economic, Epistemic, and Conditional Value	Explains luxury consumption through multidimensional values and perceptions that influence consumers' attitudes and purchase intentions.	Limited application in smart home and luxury smart appliance contexts.	Luxury Value (Higher-order Construct)	Wiedmann et al. (2009); Hennigs et al. (2012); Akarsu et al. (2025)

Table 1 demonstrates that each theory explains a different dimension of consumer behaviour. TAM focuses on consumers' cognitive evaluations of technology, UTAUT2 incorporates behavioural and social influences, DOI explains the role of innovation characteristics, whereas Luxury Value Theory captures the symbolic, emotional, and experiential motivations underlying luxury consumption. Although each theory contributes valuable insights, none independently provides a comprehensive explanation for consumers' acceptance of luxury smart kitchen appliances. Accordingly, this study integrates these complementary theoretical perspectives to develop a holistic conceptual framework for explaining Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Conceptual Framework

Based on the literature synthesis, this study proposes an integrative conceptual framework by combining the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Diffusion of Innovation (DOI) Theory, and Luxury Value Theory. The integration of these theories is theoretically justified because each contributes a distinct perspective towards explaining consumer acceptance, while collectively addressing the limitations of individual models.

The Technology Acceptance Model contributes perceived usefulness and perceived ease of use, which represent consumers' cognitive evaluations of technology. Numerous studies have consistently demonstrated that consumers are more willing to adopt smart technologies when they perceive them as useful and easy to operate (Davis, 1989; Venkatesh et al., 2012). In the context of luxury smart kitchen appliances, perceived usefulness reflects consumers' beliefs that intelligent cooking technologies enhance cooking efficiency, convenience, meal preparation, and overall household productivity. Perceived ease of use reflects consumers' confidence that these appliances can be learned and operated with minimal effort, thereby reducing technological complexity and encouraging adoption.

The Unified Theory of Acceptance and Use of Technology 2 contributes social influence and price value to the proposed framework. Social influence recognises that consumers' purchase decisions are frequently shaped by family members, friends, opinion leaders, and online communities, particularly for innovative products with limited consumer familiarity. Meanwhile, price value reflects consumers' evaluation of whether the perceived benefits obtained from luxury smart kitchen appliances justify their premium prices. Because luxury smart kitchen appliances typically involve substantial financial investment, consumers are expected to carefully balance functional benefits, technological innovation, and luxury experiences against acquisition costs before making purchase decisions.

Diffusion of Innovation Theory contributes compatibility, which has consistently been identified as one of the strongest predictors of innovation adoption. Compatibility refers to the degree to which an innovation aligns with consumers' existing values, lifestyle, previous experiences, and daily routines.

Within the context of luxury smart kitchen appliances, compatibility extends beyond technological integration and reflects whether the products support consumers' cooking habits, healthy lifestyles, household routines, and expectations regarding modern living. Consumers are therefore more likely to adopt premium smart kitchen appliances when they perceive them as naturally fitting their lifestyles and consumption patterns.

While the technology acceptance theories explain consumers' cognitive and behavioural evaluations, they provide limited explanation of consumers' symbolic and experiential motivations for purchasing premium products. To address this limitation, the present study incorporates Luxury Value Theory by conceptualising Luxury Value as a higher-order construct.

Recent luxury marketing research indicates that consumers' overall perception of luxury is formed through multiple interrelated dimensions, including functional excellence, emotional gratification, social recognition, economic value, epistemic value, and conditional value (Akarsu et al., 2025).

Rather than treating these dimensions as separate predictors, this study conceptualises Luxury Value as consumers' holistic evaluation of the premium benefits associated with luxury smart kitchen appliances. This approach preserves the multidimensional nature of luxury consumption while maintaining a parsimonious conceptual framework.

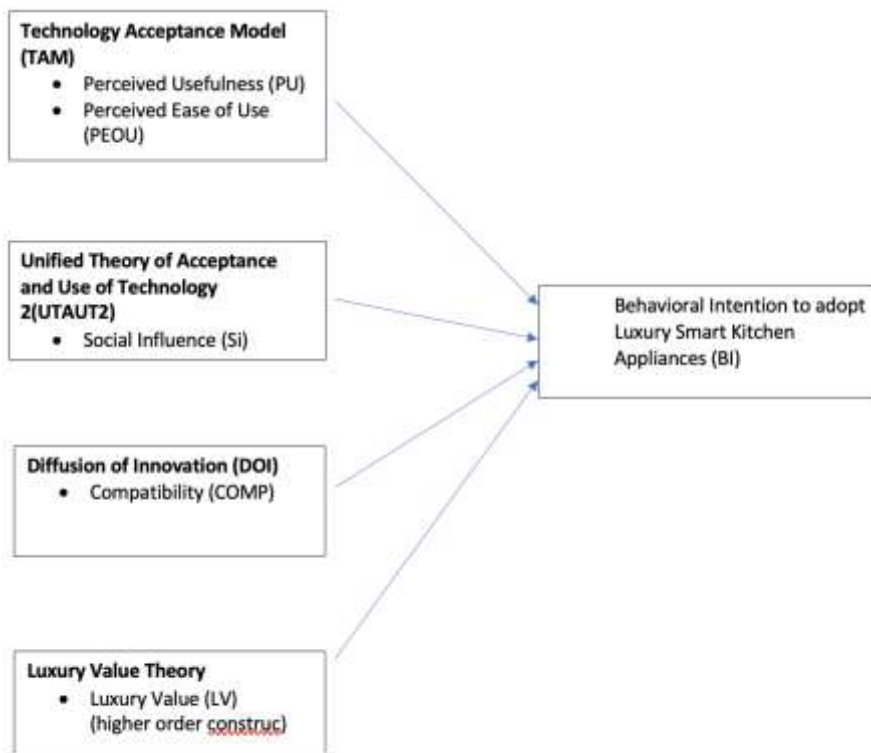
The proposed integration of TAM, UTAUT2, DOI Theory, and Luxury Value Theory provides several theoretical advantages. First, it extends existing smart home technology literature by incorporating luxury consumption perspectives that have received limited attention in previous technology adoption studies.

Second, it addresses the growing recognition that consumer acceptance of smart technologies involves technological, psychological, social, economic, and symbolic evaluations simultaneously. Third, it responds to recent systematic reviews recommending the development of integrative theoretical frameworks capable of capturing the multidimensional nature of smart home adoption (Valencia-Arias et al., 2023; Plohl & Čuš Babič, 2024). Consequently, the proposed framework offers a more comprehensive explanation of consumers' behavioural intention towards luxury smart kitchen appliances than any individual theory can provide independently.

The proposed conceptual framework consists of six independent constructs, namely Perceived Usefulness, Perceived Ease of Use, Social Influence, Price Value, Compatibility, and Luxury Value, which are hypothesised to positively influence consumers' Behavioural Intention to Adopt Luxury Smart Kitchen Appliances. Figure 1 illustrates the proposed conceptual framework developed from the integration of these complementary theoretical perspectives.

The framework serves as a theoretical foundation for future empirical research examining Malaysian consumers' acceptance of luxury smart kitchen appliances and provides guidance for researchers, manufacturers, and marketers seeking to understand the complex interplay between technology adoption and luxury consumption.

Figure 1. Proposed Conceptual Framework



Development of Research Propositions

Perceived Usefulness and Behavioural Intention

Perceived usefulness is one of the most fundamental constructs in the Technology Acceptance Model (TAM) and refers to the degree to which an individual believes that using a particular technology enhances task performance (Davis, 1989). Since its introduction, perceived usefulness has consistently been identified as one of the strongest determinants of consumers' behavioural intention across a wide range of technological contexts. Within smart home research, perceived usefulness reflects consumers' beliefs that smart technologies improve convenience, efficiency, automation, productivity, energy management, and overall quality of life. Consequently, technologies perceived as providing meaningful functional benefits are more likely to be accepted and adopted by consumers.

Recent empirical evidence continues to confirm the importance of perceived usefulness in explaining smart home technology adoption. Zhang and Cheng (2025) integrated the Technology Acceptance Model with Perceived Value Theory and found that perceived usefulness significantly enhanced consumers' intention to use smart home devices, demonstrating that consumers are more willing to adopt intelligent household technologies when they perceive clear practical benefits. Their findings further suggest that perceived usefulness remains a key driver of behavioural intention even when additional value-related constructs are incorporated into the technology acceptance framework.

Similarly, Wang et al. (2024) developed an integrated model based on TAM and UTAUT to examine the behavioural intention of older adults towards smart home systems. The study reported that perceived usefulness exerted a significant positive influence on behavioural intention and also mediated the effects of compatibility, facilitating conditions, and trust. These findings indicate that consumers are more likely to accept smart home technologies when they believe that such technologies enhance daily living, improve household management, and provide tangible personal benefits.

Recent studies further suggest that the role of perceived usefulness has evolved beyond improving functional performance alone. Daruwala (2025) demonstrated that perceived usefulness remains a significant mediator between consumers' psychological perceptions and behavioural intention towards smart home technologies. The study highlights that even when psychological barriers such as technophobia exist, consumers continue to evaluate whether smart technologies provide meaningful practical benefits before deciding to adopt them. This reinforces the argument that perceived usefulness remains central to consumer decision-making despite the increasing complexity of smart home technologies. The importance of perceived usefulness is expected to be even greater in the context of luxury smart kitchen appliances. Drawing upon the Technology Acceptance Model and supported by recent smart home technology studies, this conceptual paper proposes that perceived usefulness remains a critical determinant of Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Proposition 1 (P1): Perceived usefulness positively influences Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Perceived Ease of Use and Behavioural Intention

Perceived ease of use refers to the degree to which consumers believe that using a technology requires minimal effort and is free from physical or mental complexity (Davis, 1989). Within the Technology Acceptance Model (TAM), perceived ease of use has consistently been recognised as a key determinant of behavioural intention because consumers are more willing to adopt technologies that are intuitive, user friendly, and easy to operate. As smart home technologies become increasingly sophisticated, consumers' perceptions of usability remain critical in reducing uncertainty and encouraging technology adoption (Zhang et. Al. 2025; Daruwala et al., 2025).

Recent evidence continues to support the significant role of perceived ease of use in consumer acceptance of smart technologies (Dhingra, S., & Kumar, A., 2026; Baeshen, Y. 2025). Zhang and Cheng (2025) found that perceived ease of use positively influences consumers' intention to adopt smart home devices by improving users' confidence in interacting with intelligent technologies. The study further demonstrated that technologies with intuitive interfaces and simplified operation are more likely to be perceived as valuable and beneficial, thereby strengthening consumers' behavioural intention. These findings indicate that technological sophistication alone is insufficient to encourage adoption unless consumers perceive the technology as easy to learn and use.

Similarly, Wang, Y., Sani, N. M., Hua, Y., Jiang, Q., and Zhao, L. (2024) reported that perceived ease of use significantly contributes to older adults' behavioural intention to adopt smart home systems. The authors argued that reducing operational complexity enhances consumers' confidence and willingness to engage with smart technologies, particularly when users have varying levels of technological experience. Their findings suggest that intuitive system design, clear user interfaces, and simplified interaction mechanisms are essential for increasing consumers' acceptance of smart home technologies.

The importance of perceived ease of use is particularly evident in luxury smart kitchen appliances, where consumers interact with multiple intelligent functions, including IoT connectivity, artificial intelligence, automated cooking programmes, recipe integration, and remote operation through mobile applications. Although these technologies provide advanced capabilities, excessive operational complexity may discourage adoption, particularly among first-time users. Consequently, consumers are more likely to accept luxury smart kitchen appliances when they perceive that the products are straightforward to learn, simple to operate, and capable of delivering sophisticated functions without increasing cognitive effort.

Furthermore, perceived ease of use may reinforce consumers' perceptions of premium quality and user experience (Meireles, P., Dias, A. L., Lisboa, A. C. C., & Pereira, L. F., 2026). Luxury consumers generally expect premium products to deliver superior functionality alongside aesthetics and premium material. A luxury smart kitchen appliance that combines advanced technological capabilities with an intuitive user experience is therefore more likely to satisfy consumers' expectations and enhance their overall evaluation of the product. This suggests that ease of use contributes not only to technology acceptance but also to the

perceived value associated with premium smart appliances. Supported by the Technology Acceptance Model and recent empirical evidence, this conceptual paper proposes that consumers who perceive luxury smart kitchen appliances as easy to use will exhibit stronger behavioural intentions to adopt these products within the Malaysian market.

Proposition 2 (P2): Perceived ease of use positively influences Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Social Influence and Behavioural Intention

Social influence refers to the degree to which consumers perceive that important individuals or social groups believe they should adopt a particular technology (Venkatesh et al., 2012). Within the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), social influence has consistently been recognised as an important determinant of behavioural intention because consumers frequently rely on the opinions and recommendations of family members, friends, colleagues, opinion leaders, and online communities when evaluating new technologies (Chadha, P., Gera, R., & Ahuja, V. 2022). This influence becomes particularly significant when consumers have limited prior experience with innovative products or when product performance cannot be fully assessed before purchase (Herlambang, A. D., Febriani, M., & Rachmadi, A. 2024). Recent empirical studies continue to confirm the importance of social influence in explaining consumers' acceptance of smart home technologies. For example AlNahdi, T., Larabi, C., & Kayani, F. N. (2025) found that performance expectancy, effort expectancy, social influence, and facilitating conditions significantly influence consumers' behavioural intention to adopt smart home devices. The study further highlights that trust plays an important complementary role by reducing consumers' concerns regarding privacy, security, and system reliability. Similarly, Plohl and Čuš Babič (2024) in their systematic review of UTAUT2 applications, identified social influence as one of the most consistently supported predictors of smart home technology adoption. Their findings indicate that consumers are more likely to adopt smart technologies when they observe positive experiences, recommendations, and approval from significant others. These findings suggest that consumers are more willing to adopt smart home technologies when they perceive them as beneficial, user-friendly, socially endorsed, and supported by appropriate technological resources.

The growing influence of digital communication has further strengthened the role of social influence in consumer decision-making. Empirical evidence indicates that social influence significantly shapes consumers' adoption of digital innovations by reducing uncertainty, enhancing trust, and encouraging technology diffusion through peer learning and interpersonal communication (Vrain et al., 2022). This influence is particularly important when consumers evaluate innovative and high value technologies, such as luxury smart kitchen appliances, where recommendations and positive experiences from trusted individuals can strengthen behavioural intention.

The influence of social factors is expected to be even stronger in the context of luxury smart kitchen appliances. Unlike conventional household appliances, luxury smart kitchen appliances are visible consumption products that reflect consumers' lifestyles, culinary interests, and socioeconomic status. Purchasing decisions are therefore likely to be shaped not only by functional evaluations but also by consumers' desire for social recognition and approval. Recommendations from family members, friends, chefs, lifestyle influencers, and luxury brand communities may reinforce consumers' confidence in the product while simultaneously enhancing its perceived prestige and desirability. Furthermore, ownership of premium smart kitchen appliances may serve as a symbol of modern living, technological sophistication, and refined taste, thereby strengthening the influence of social norms on behavioural intention (Wang, S., Liu, J., Luo, Y., & Zhang, L. 2025).

Within the Malaysian context, social influence may be particularly relevant because purchasing decisions are frequently shaped by interpersonal relationships, family opinions, and collective social norms. Consumers often seek recommendations from trusted individuals before purchasing premium household products, especially those involving substantial financial commitment (Cannizzaro, S et al. 2020). Consequently,

favourable social influence is expected to increase consumers' confidence in luxury smart kitchen appliances and strengthen their intention to adopt these products.

Drawing upon UTAUT2 and supported by recent smart home adoption literature, this conceptual paper proposes that social influence positively affects Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Proposition 3 (P3): Social influence positively impacts Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Price Value and Behavioural Intention

Price value is defined as consumers' cognitive evaluation of the trade-off between the perceived benefits of using a technology and the monetary cost required to acquire it (Venkatesh et al., 2012). According to UTAUT2, consumers are more likely to adopt a technology when they perceive that the benefits outweigh the associated financial costs. Consequently, price value has been widely recognised as an important determinant of behavioural intention, particularly for consumer technologies that require substantial financial investment.

Recent empirical evidence consistently demonstrates the importance of price value in smart home technology adoption. Plohl and Čuš Babič (2024), in their systematic review of UTAUT2 applications in smart home technologies, reported that price value remains one of the most consistent predictors of consumers' behavioural intention. Their review indicates that consumers evaluate smart home technologies by comparing expected functional benefits, convenience, and long-term value with the purchase price. However, the relationship between price value and behavioural intention becomes more complex in the context of luxury products. Luxury products are not evaluated solely on the basis of affordability or economic utility. Instead, consumers frequently perceive premium prices as indicators of superior quality, exclusivity, authenticity, and brand prestige (Petravičiūtė, K., Šeinauskienė, B., Rūtelionė, A., & Krukowski, K. 2021;

Akarsu et al. (2025), in a comprehensive meta-analysis of luxury consumption research, demonstrated that consumers' value perceptions extend beyond functional performance to include emotional, social, economic, epistemic, and conditional value. Their findings suggest that premium prices may reinforce consumers' perceptions of luxury and positively influence purchase intention when accompanied by exceptional product quality and exclusive consumption experiences.

Luxury marketing research similarly argues that consumers often associate higher prices with higher product quality and stronger symbolic value. Wiedmann et al. (2009) proposed that financial value is an integral dimension of luxury value because premium pricing contributes to consumers' perceptions of rarity, exclusivity, and social prestige. Likewise, Hennigs et al. (2012) found that consumers evaluate luxury products holistically, considering financial sacrifice alongside functional excellence, emotional satisfaction, and social recognition. Consequently, premium pricing does not necessarily discourage purchase; rather, it may strengthen consumers' perceptions of product desirability when the product successfully communicates superior value.

These theoretical perspectives are particularly relevant for luxury smart kitchen appliances. Unlike conventional smart home devices, luxury smart kitchen appliances represent long-term investments that combine advanced intelligent technologies with premium materials, sophisticated design, multifunctionality, and superior user experiences. Consumers are therefore unlikely to evaluate these products based solely on purchase price. Instead, they are expected to assess whether the premium price reflects superior technological performance, durability, innovation, cooking efficiency, brand reputation, and lifestyle enhancement. When consumers perceive that these premium benefits justify the financial investment, they are more likely to develop favourable behavioural intentions towards adopting luxury smart kitchen appliances.

Within the Malaysian context, increasing household income, expanding digital lifestyles, and growing interest in premium home living have contributed to consumers' willingness to invest in high-quality household technologies that deliver long term value. Nevertheless, Malaysian consumers remain value conscious and are

likely to compare the technological, functional, and symbolic benefits of luxury smart kitchen appliances against their premium prices before making purchase decisions. Therefore, consumers' perceptions of price value are expected to play a critical role in determining behavioural intention.

Drawing upon UTAUT2 and supported by recent luxury consumption literature, this conceptual paper proposes that consumers who perceive the benefits of luxury smart kitchen appliances to outweigh their premium costs are more likely to develop favourable behavioural intentions towards adoption.

Proposition 4 (P4): Price value positively influences Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Compatibility and Behavioural Intention

Compatibility is one of the five core attributes proposed in the Diffusion of Innovation (DOI) Theory and refers to the degree to which an innovation is perceived as being consistent with consumers' existing values, experiences, needs, and lifestyle (Rogers, 2003). Among the innovation attributes, compatibility has consistently been recognised as one of the strongest predictors of innovation adoption because consumers are more likely to accept technologies that fit naturally into their daily routines and require minimal behavioural adjustment. Consequently, compatibility reduces uncertainty associated with new technologies and facilitates consumers' willingness to adopt innovative products.

Recent studies continue to demonstrate the significant role of compatibility in smart home technology adoption. Li et al. (2021), through a systematic literature review, concluded that compatibility is one of the most influential determinants of smart home adoption because consumers evaluate whether new technologies align with their existing household routines, technological infrastructure, and lifestyle preferences. The review further suggests that technologies perceived as compatible with consumers' daily activities are more likely to be accepted because they require fewer behavioural changes while delivering greater convenience and efficiency.

Similarly, Nikou (2019) reported that compatibility significantly influences consumers' intention to adopt smart home technologies by increasing perceived usefulness and reducing uncertainty associated with new technological innovations. The study found that consumers are more willing to adopt smart home devices when they perceive that these technologies integrate seamlessly with their existing habits and living environments. More recently, Marikyan et al. (2023) demonstrated that compatibility remains a critical determinant of smart home technology acceptance because consumers evaluate whether intelligent technologies complement their household practices and improve their overall living experience rather than disrupt established routines.

The concept of compatibility becomes even more important in the context of luxury smart kitchen appliances. Unlike conventional household appliances, luxury smart kitchen appliances are integrated into consumers' everyday cooking activities and therefore require a high degree of alignment with existing culinary practices, dietary preferences, household routines, and digital lifestyles. Consumers are unlikely to adopt premium smart kitchen appliances solely because they possess advanced technological features. Instead, they are expected to evaluate whether these technologies complement their preferred cooking methods, simplify meal preparation, support healthier eating habits, integrate with other smart home devices, and enhance their overall lifestyle. Accordingly, compatibility extends beyond technical interoperability and reflects consumers' perceptions that luxury smart kitchen appliances fit their personal values and everyday living.

Furthermore, compatibility may influence consumers' perceptions of luxury value. Luxury consumers generally seek products that align with their aspirations for convenience, sophistication, wellness, and modern living. Consequently, luxury smart kitchen appliances that integrate seamlessly into consumers' lifestyles while delivering premium user experiences are more likely to be perceived as valuable and desirable. This broader interpretation of compatibility reflects the convergence of technological innovation and luxury consumption, where consumers evaluate not only whether the technology functions effectively but also whether it complements their desired lifestyle and self-image.

Within the Malaysian context, changing lifestyles, increasing urbanisation, growing health awareness, and the expansion of smart living environments have encouraged consumers to seek household technologies that simplify daily activities while supporting modern lifestyles. Malaysian consumers are therefore expected to exhibit stronger behavioural intentions towards luxury smart kitchen appliances when these products are perceived as compatible with their existing household routines, digital ecosystems, and lifestyle aspirations.

Drawing upon Diffusion of Innovation Theory and supported by recent smart home adoption literature, this conceptual paper proposes that compatibility positively influences Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Proposition 5 (P5): Compatibility positively influences Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

Luxury Value and Behavioural Intention

Luxury products are simultaneously evaluated according to their superior quality, exclusivity, prestige, emotional gratification, aesthetic appeal, and symbolic meaning. Consumers' perceptions of luxury value enhance brand attachment, which subsequently increases purchase intention, highlighting the importance of emotional and symbolic value in luxury consumption (Petravičiūtė et al., 2021). Recent luxury marketing research consistently demonstrates that luxury value is a multidimensional construct that significantly influences consumers' attitudes and behavioural intentions. Akarsu et al. (2025), through a meta-analysis synthesising findings from 64 empirical studies involving more than 32,000 consumers, confirmed that luxury value positively influences consumers' cognitive, affective, and behavioural outcomes across various luxury product categories. Their findings revealed that consumers' perceptions of functional, emotional, social, epistemic, conditional, and economic value collectively shape purchase intentions, indicating that luxury consumption decisions are driven by multiple value dimensions rather than product functionality alone.

Similarly, Wiedmann et al. (2009) proposed that consumers evaluate luxury products through four interconnected value dimensions, namely financial value, functional value, individual value, and social value. Their value-based framework suggests that consumers are willing to pay premium prices when luxury products communicate exceptional quality, exclusivity, prestige, and self-expression. Hennigs et al. (2012) further demonstrated that consumers' perceptions of luxury extend beyond economic sacrifice to include emotional satisfaction, superior product performance, aesthetic appreciation, and social recognition. Collectively, these studies indicate that consumers' purchase intentions are strongly influenced by their overall perception of luxury value rather than by objective product characteristics alone.

The importance of luxury value becomes even more evident in the context of luxury smart kitchen appliances. These products combine advanced intelligent technologies with premium materials, sophisticated design, exceptional craftsmanship, multifunctionality, and exclusive brand positioning. Consequently, consumers are unlikely to evaluate luxury smart kitchen appliances solely based on technological performance or functional utility. Instead, they are expected to assess whether these products reflect their lifestyle aspirations, culinary interests, aesthetic preferences, and desire for premium living. Ownership of luxury smart kitchen appliances may also communicate modernity, innovation, social status, and refined taste, thereby creating symbolic and emotional benefits beyond their technological capabilities.

Within the Malaysian context, rising disposable income, increasing urbanisation, greater digital literacy, and changing lifestyle preferences have contributed to growing demand for premium household technologies living (Rock, L.Y. et al. 2026; Sulaiman, Y., Shamsudin, A. S., Kheng, Y. K., & Othman, A. R. 2020). Malaysian consumers are becoming increasingly willing to invest in products that provide long term functional benefits while simultaneously reflecting modern lifestyles, personal achievement, and premium living. Consequently, consumers who perceive higher levels of luxury value in smart kitchen appliances are expected to exhibit stronger behavioural intention to adopt these products

Drawing upon Luxury Value Theory and supported by recent literature, this conceptual paper proposes that luxury value serves as a significant determinant of Malaysian consumers' behavioural intention to adopt luxury

smart kitchen appliances. Luxury value captures the symbolic, emotional, experiential, and prestige related motivations that characterise premium product consumption. Therefore, incorporating luxury value into the proposed conceptual framework provides a more comprehensive explanation of consumer acceptance and represents the principal theoretical contribution of this study.

Proposition 6 (P6): Luxury value positively influences Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances.

DISCUSSION

This conceptual paper proposes an integrative framework to explain Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances by combining the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Diffusion of Innovation (DOI) Theory, and Luxury Value Theory. The proposed framework responds to the growing complexity of consumer decision making within smart home environments, where purchasing decisions are no longer driven solely by technological functionality but also by consumers' perceptions of luxury, lifestyle enhancement, and symbolic consumption.

The literature reviewed in this study indicates that previous research has predominantly relied on individual technology acceptance theories to explain smart home adoption. TAM has consistently emphasised consumers' cognitive evaluations of technology through perceived usefulness and perceived ease of use, whereas UTAUT2 extends this perspective by incorporating behavioural and social determinants such as social influence and price value. Similarly, DOI explains adoption behaviour through innovation characteristics, particularly compatibility, relative advantage, complexity, trialability, and observability. Although these theories have demonstrated strong explanatory power across various technological contexts, recent systematic reviews suggest that researchers increasingly extend these models with additional constructs because no single theory sufficiently captures the multidimensional nature of consumer decision-making in smart home environments (Valencia-Arias et al., 2023; Mashal et al., 2023; Plohl & Čuš Babič, 2024).

The proposed framework therefore advances the literature by integrating complementary theoretical perspectives rather than treating them as competing explanations. Specifically, TAM contributes consumers' cognitive evaluations of technology through perceived usefulness and perceived ease of use; UTAUT2 explains behavioural and social influences through social influence and price value; DOI captures the innovation perspective through compatibility; and Luxury Value Theory introduces consumers' symbolic, emotional, and experiential evaluations of premium products. Collectively, these constructs provide a more comprehensive explanation of consumer acceptance than any individual theory can achieve independently.

A key contribution of this conceptual paper is the incorporation of Luxury Value Theory into the smart home technology adoption literature. Existing smart home studies have primarily focused on functional benefits, technological performance, trust, privacy, security, and perceived risk, with comparatively limited attention devoted to the symbolic and experiential motivations associated with premium consumer products. However, luxury smart kitchen appliances differ fundamentally from conventional smart home devices because consumers evaluate these products not only for their intelligent technological capabilities but also for their premium quality, sophisticated design, exclusivity, prestige, and lifestyle enhancement. Consequently, consumers' purchase decisions are expected to reflect both utilitarian and hedonic evaluations. By integrating Luxury Value Theory with technology acceptance theories, this study broadens the theoretical scope of smart home adoption research and responds to recent calls for more holistic and interdisciplinary models.

The proposed framework also contributes to the growing convergence between digital technology adoption and luxury consumption research. As intelligent technologies become embedded within premium consumer products, the distinction between technology adoption and luxury purchasing behaviour becomes increasingly blurred. Consumers are no longer purchasing smart products solely because they are technologically advanced rather, they seek products that simultaneously deliver innovation, convenience, superior user experiences, and symbolic value. This convergence suggests that future research should move beyond traditional technology

acceptance perspectives and recognise that premium smart products involve a combination of technological, emotional, social, and experiential evaluations. The proposed framework therefore reflects the evolving nature of consumer behaviour within digitally connected luxury markets.

From a Malaysian perspective, the proposed framework addresses an important contextual gap. Existing Malaysian studies have largely examined consumers' adoption of general smart home technologies, IoT-enabled devices, and home automation systems. Comparatively little attention has been given to luxury smart kitchen appliances as a distinct category of premium smart products. Considering Malaysia's increasing digitalisation, rising disposable income, expanding middle- and upper-income consumer segments, and growing interest in smart living, understanding the factors that influence consumers' acceptance of luxury smart kitchen appliances has become increasingly important. The proposed framework therefore provides a contextually relevant foundation for examining consumer behaviour within the Malaysian premium smart appliance market.

The proposed framework further offers a foundation for future empirical investigation. Although this paper is conceptual in nature, the six proposed constructs; Perceived Usefulness, Perceived Ease of Use, Social Influence, Price Value, Compatibility, and Luxury Value provide a theoretically grounded basis for empirical validation using structural equation modelling techniques such as Partial Least Squares Structural Equation Modelling (PLS-SEM) or Covariance-Based Structural Equation Modelling (CB-SEM). Future empirical research may also examine potential mediating and moderating variables, including trust, technology readiness, consumer innovativeness, income level, age, and prior experience with smart home technologies, to further refine the explanatory capability of the proposed model.

Overall, this conceptual paper demonstrates that understanding consumer acceptance of luxury smart kitchen appliances requires a broader theoretical perspective than has typically been employed in smart home technology research. By integrating technology acceptance theories with Luxury Value Theory, the proposed framework provides a more holistic explanation of Malaysian consumers' behavioural intention and establishes a robust theoretical foundation for future research on premium smart household technologies.

Theoretical and Practical Implications

Theoretical Implications

This conceptual paper makes several important theoretical contributions to the literature on consumer behaviour, smart home technology adoption, and luxury marketing.

First, the proposed framework contributes to the technology acceptance literature by integrating four complementary theoretical perspectives, namely the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Diffusion of Innovation (DOI) Theory, and Luxury Value Theory. Previous studies have predominantly relied on a single theoretical perspective to explain consumers' adoption of smart home technologies, resulting in fragmented explanations of consumer behaviour. By combining these theories, the proposed framework offers a more comprehensive understanding of consumer acceptance that incorporates technological, behavioural, innovation, and luxury consumption perspectives.

Second, this study extends the application of technology acceptance theories to the emerging context of luxury smart kitchen appliances. Although TAM, UTAUT2, and DOI have been extensively applied to smart home technologies, the literature has largely focused on general smart home ecosystems, home automation systems, security devices, and IoT-enabled household technologies. Researchers have devoted comparatively little attention to premium smart kitchen appliances, despite their increasing commercial significance. The proposed framework therefore broadens the applicability of technology acceptance theories by introducing a distinct product category that simultaneously represents technological innovation and luxury consumption.

Third, this study contributes to the luxury marketing literature by extending Luxury Value Theory beyond traditional luxury products such as fashion, automobiles, jewellery, cosmetics, and hospitality services. The

proposed framework demonstrates that luxury value is equally relevant in explaining consumers' acceptance of intelligent household technologies. More importantly, the study conceptualises Luxury Value as a higher-order construct representing consumers' holistic evaluation of premium products rather than treating individual luxury value dimensions as separate predictors. This conceptualisation provides a parsimonious yet theoretically robust approach for future empirical research.

Fourth, the proposed framework responds directly to recent systematic reviews that recommend moving beyond single-theory approaches when investigating smart home technology adoption. By integrating complementary theoretical perspectives, this study acknowledges that consumer acceptance is a multidimensional phenomenon involving cognitive evaluation, innovation characteristics, social influence, economic considerations, and symbolic consumption. Consequently, the proposed framework contributes towards the development of a more holistic theoretical understanding of consumer behaviour within increasingly digitalised and premium consumption environments.

Finally, this conceptual paper contributes to the limited body of literature on luxury smart household technologies within the Malaysian context. It provides a theoretical foundation for future empirical research examining consumers' behavioural intention towards luxury smart kitchen appliances and offers opportunities for further refinement through empirical validation and cross-cultural comparison.

Practical Implications

The proposed conceptual framework also provides several practical implications for manufacturers, marketers, retailers, and policymakers involved in the smart home and premium household appliance industries.

For manufacturers, the framework suggests that technological innovation alone may not be sufficient to encourage consumer adoption. In addition to developing advanced intelligent features, manufacturers should emphasise premium quality, reliability, intuitive user interfaces, elegant product design, and seamless integration with consumers' lifestyles. Product development strategies should therefore balance technological functionality with luxury consumption expectations.

For marketers, the findings imply that promotional strategies should communicate both functional and symbolic benefits. Marketing campaigns should demonstrate how luxury smart kitchen appliances improve cooking efficiency, convenience, and household productivity while simultaneously reinforcing premium living, exclusivity, lifestyle enhancement, and emotional satisfaction. Storytelling, experiential marketing, influencer collaborations, and customer testimonials may be particularly effective in communicating these value propositions.

Retailers can use the proposed framework to enhance consumers' shopping experiences. Interactive product demonstrations, smart kitchen experience centres, live cooking sessions, and personalised consultations may help consumers better understand the technological capabilities and premium value offered by luxury smart kitchen appliances. Providing opportunities for consumers to experience product functionality before purchase may also strengthen perceptions of usefulness, ease of use, compatibility, and luxury value.

The framework also offers strategic implications for luxury brands seeking to strengthen their market positioning. Rather than competing primarily on technological specifications or price, luxury brands should differentiate themselves by creating integrated consumption experiences that combine innovation, craftsmanship, design excellence, exclusivity, and superior after-sales service. Such strategies are likely to reinforce consumers' perceptions of luxury value and strengthen purchase intention.

From a policy perspective, government agencies promoting digital transformation and smart living initiatives may use the proposed framework to encourage greater public acceptance of smart household technologies. Public awareness campaigns, digital literacy programmes, and incentives supporting the adoption of energy-efficient intelligent household appliances may accelerate consumer acceptance while contributing to national digitalisation and sustainability objectives.

LIMITATIONS AND FUTURE RESEARCH

Although this conceptual paper provides a comprehensive theoretical framework, several limitations should be acknowledged. First, the proposed framework has not yet been empirically validated. Future studies should collect primary data from Malaysian consumers to examine the proposed relationships using Partial Least Squares Structural Equation Modelling (PLS-SEM) or Covariance-Based Structural Equation Modelling (CB-SEM).

Second, this study focuses specifically on luxury smart kitchen appliances within the Malaysian context. Future research may investigate whether the proposed framework is applicable to other categories of luxury smart household technologies, such as premium smart home entertainment systems, intelligent home security devices, or luxury home automation solutions. Comparative studies across different countries and cultural settings would also enhance the generalisability of the framework.

Third, future empirical studies should consider incorporating additional variables that may influence consumers' behavioural intention. Potential mediating variables include trust, perceived value, and consumer engagement, while moderating variables such as age, income level, gender, technology readiness, consumer innovativeness, and previous experience with smart home technologies may further strengthen the explanatory capability of the proposed model.

Finally, future research may adopt longitudinal research designs to examine changes in consumers' acceptance of luxury smart kitchen appliances over time as smart technologies become increasingly integrated into everyday household activities.

CONCLUSION

The rapid advancement of digital technologies has transformed the household appliance industry and created new opportunities for the development of luxury smart kitchen appliances that combine intelligent technologies with premium product characteristics. Despite the growing commercial importance of this product category, existing studies have predominantly examined general smart home technologies using individual technology acceptance theories, providing only a partial explanation of consumers' behavioural intention towards premium smart household products.

To address this gap, this conceptual paper proposes an integrative framework combining the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Diffusion of Innovation (DOI) Theory, and Luxury Value Theory. The framework incorporates six key constructs; Perceived Usefulness, Perceived Ease of Use, Social Influence, Price Value, Compatibility, and Luxury Value to explain Malaysian consumers' behavioural intention to adopt luxury smart kitchen appliances. By integrating technological, behavioural, innovation, and luxury consumption perspectives, the proposed model provides a more comprehensive explanation of consumer acceptance than any single theoretical perspective.

The study contributes to the literature by extending technology acceptance theories into the context of luxury smart household technologies while simultaneously broadening the application of Luxury Value Theory to intelligent consumer products. The proposed framework also responds to recent calls for integrative theoretical approaches capable of explaining the increasingly complex nature of smart technology adoption. From a practical perspective, the framework offers valuable guidance for manufacturers, marketers, retailers, and policymakers seeking to promote the adoption of premium smart kitchen appliances in Malaysia.

Although conceptual in nature, the proposed framework establishes a robust theoretical foundation for future empirical research. Validating the model using Malaysian consumer data will provide further insights into the determinants of luxury smart kitchen appliance adoption and contribute to the continued advancement of both smart home technology and luxury consumption research.

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